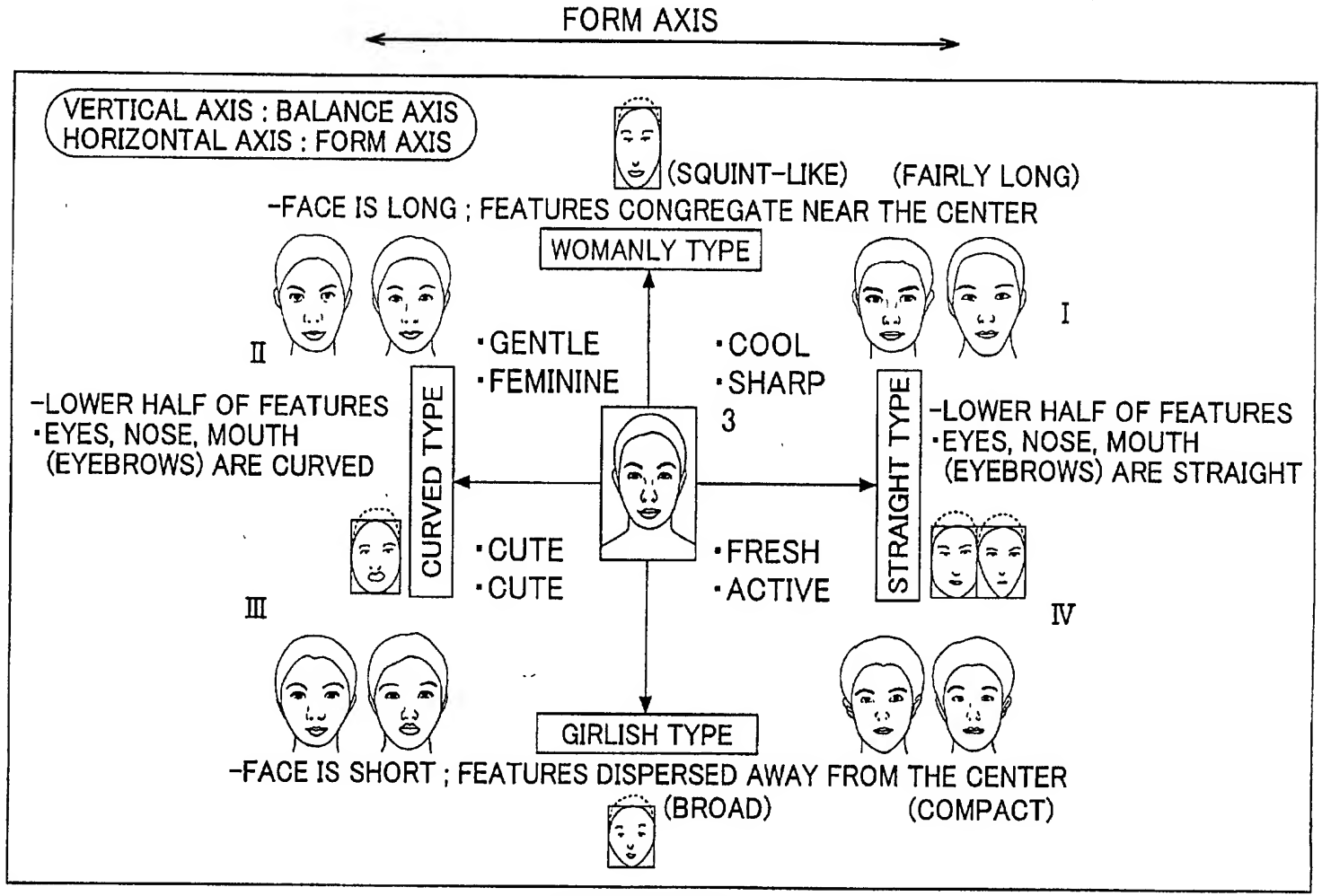
10/009887

FIG.1



「FACIAL MAP」

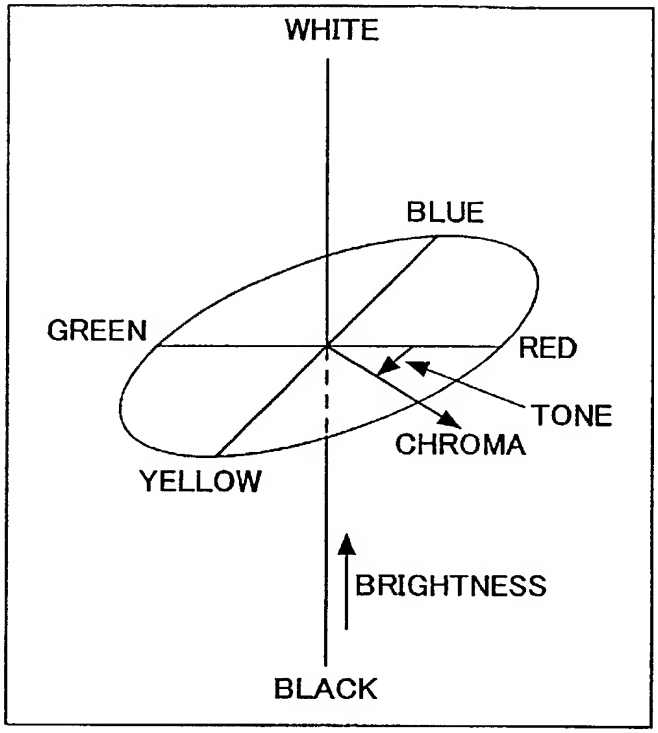
10/008897

FIG.2

RELATION BETWEEN COLOR AND EMOTION

ATTRIBUTES		EMOTIONAL CHARACTER	COLOR EXAMPLES	EXAMPLE OF EMOTION
TONE	WARM COLOR	WARM POSITIVE ACTIVE	RED	PASSION, ANGER, DELIGHT, ACTIVITY, EXCITEMENT
			YELLOW-RED	HAPPINESS, JOY, VITALITY, HEALTH
			YELLOW	LIVELY, CHEERFUL, HAPPY, ENERGETIC, HEALTHY
	NEUTRAL COLOR	MODERATE QUIET ORDINARY	GREEN	CALM, RELAXED, SERENE, YOUTHFUL
			PURPLE	SOLEMN, ELEGANT, MYSTERIOUS, RESTLESS, GENTLENESS
	COOL COLOR	COOL RESERVED PASSIVE	BLUE-GREEN	REPOSE, COOLNESS, GLOOM
			BLUE	CALM, STILLNESS, SORROW, PROFUNDITY, TRANQUILITY
			BLUE-VIOLET	MYSTERIOUS, SUBLIME, SOLITARY
BRIGHTNESS	LIGHT	POSITIVE BRIGHT	WHITE	PURE, FRESH
	MEDIUM	CALM	GRAY	CALM, COLLECTED
	DARK	NEGATIVE HEAVY	BLACK	GLOOMY, ANXIOUS, SOLEMN
INTENSITY	HIGH	FRESH VIVACIOUS	VERMILION	ARDENT, INTENSE, PASSIONATE
	MEDIUM	RELAXED MILD	PINK	CUTENESS, GENTLENESS
	LOW	QUIET GOOD TASTE CALMNESS	BROWN	CALMNESS

FIG.3



THREE-DIMENSIONAL COLOR OBJECT
BASED ON MAPPING ONTO THREE AXIS
(SOURCE : NIHON SHIKISAI HEN)

FIG.4

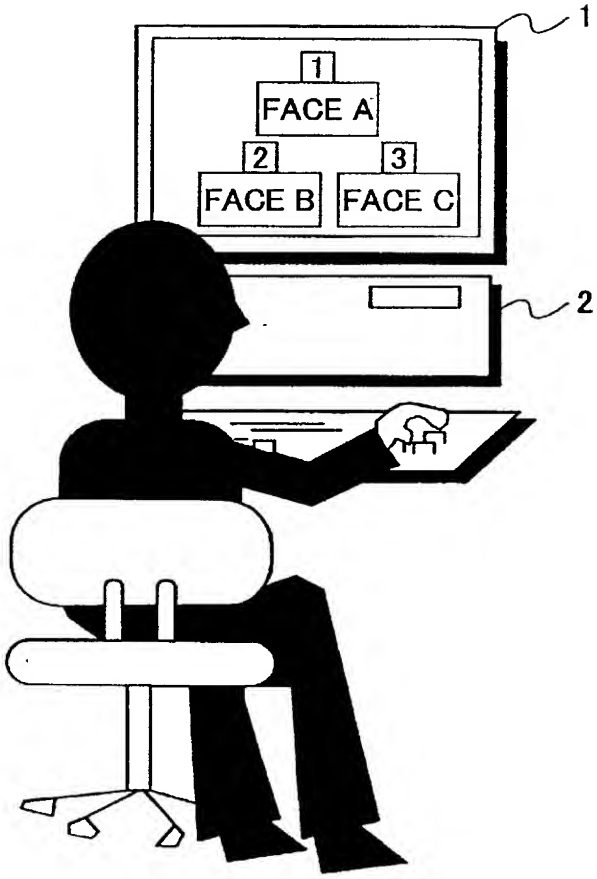


FIG.5

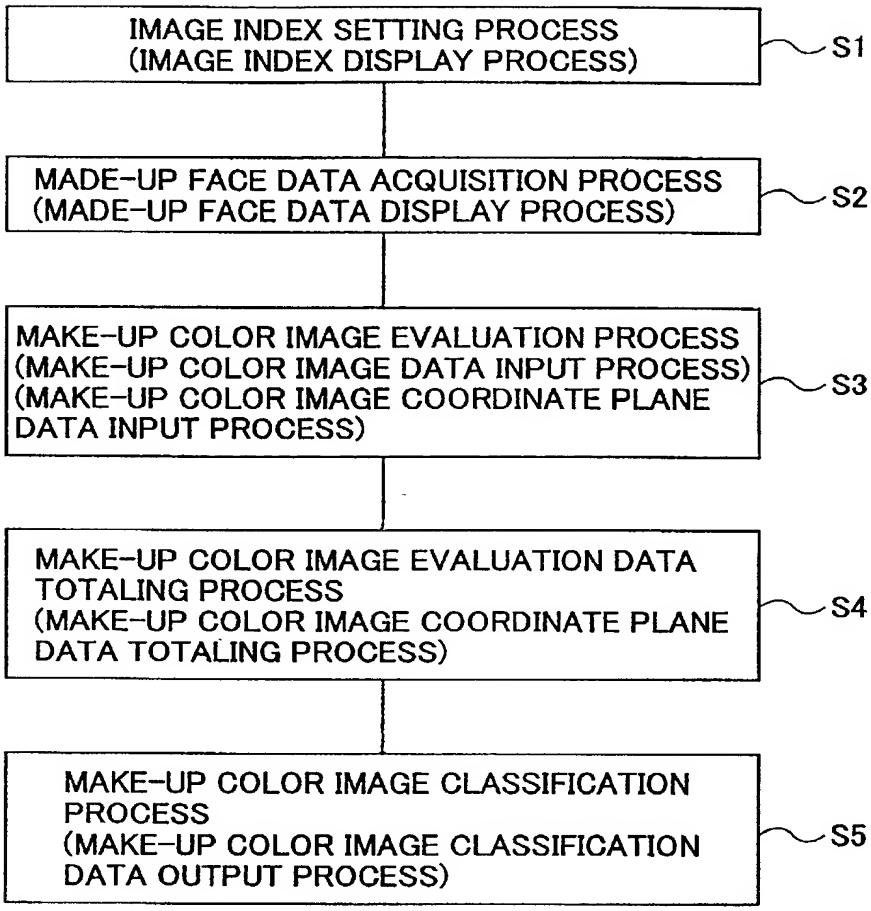


IMAGE INDEX SETTING PROCESS
(IMAGE INDEX DISPLAY PROCESS)
S1
MADE-UP FACE DATA ACQUISITION PROCESS
(MADE-UP FACE DATA DISPLAY PROCESS)
S2
MAKE-UP COLOR IMAGE EVALUATION PROCESS
(MAKE-UP COLOR IMAGE DATA INPUT PROCESS)
(MAKE-UP COLOR IMAGE COORDINATE PLANE
DATA INPUT PROCESS)
S3
MAKE-UP COLOR IMAGE EVALUATION DATA
TOTALING PROCESS
(MAKE-UP COLOR IMAGE COORDINATE PLANE
DATA TOTALING PROCESS)
S4
MAKE-UP COLOR IMAGE CLASSIFICATION
PROCESS
(MAKE-UP COLOR IMAGE CLASSIFICATION
DATA OUTPUT PROCESS)
S5

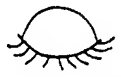
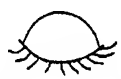
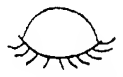
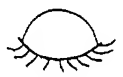
FIG.6

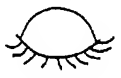
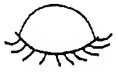
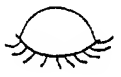
LIP COLOR TEST COLOR

	VI	RS	PK	RD		BL BR	YE BR	OR	YE	GY
PALE P	○	○	○	○		○	○	○	○	
MODERATE M	○	○	○	○		○	○	○		○
VIVID V	○	○	○	BL RD ○	YE RD ○			○		
DEEP D	○	○	○	○		○	○			

FIG.7

EYE COLOR TEST COLOR

	BL GR	BL	VI	PK	OR	YE	YE GR
							
DEEP D							

	BL BR	RED BR	BR	YE BR	MN
VERY LIGHT LL					
LIGHT L					
MODERATE M					
DEEP D					

10/009881

FIG.8

SURVEY CHART

	THINK SO	SORT OF THINK SO	DON'T THINK SO
■ WOMANLY			
■ SHARP			
■ SOFT			
■ CLEAN			
■ CHEERFUL			
■ CALM			
■ COOL			
■ GENTLE			
■ FRESH			
■ CUTE			
■ INTELLIGENT			
■ YOUTHFUL			
■ FEMININE			
■ SWEET			
■ VIBRANT			
■ ACTIVE			
■ BEAUTIFUL			
■ WELL-MATCHED			
■ ATTRACTIVE			
■ LOUD			
■ UNIQUE			
■ LIKE			

FIG.9

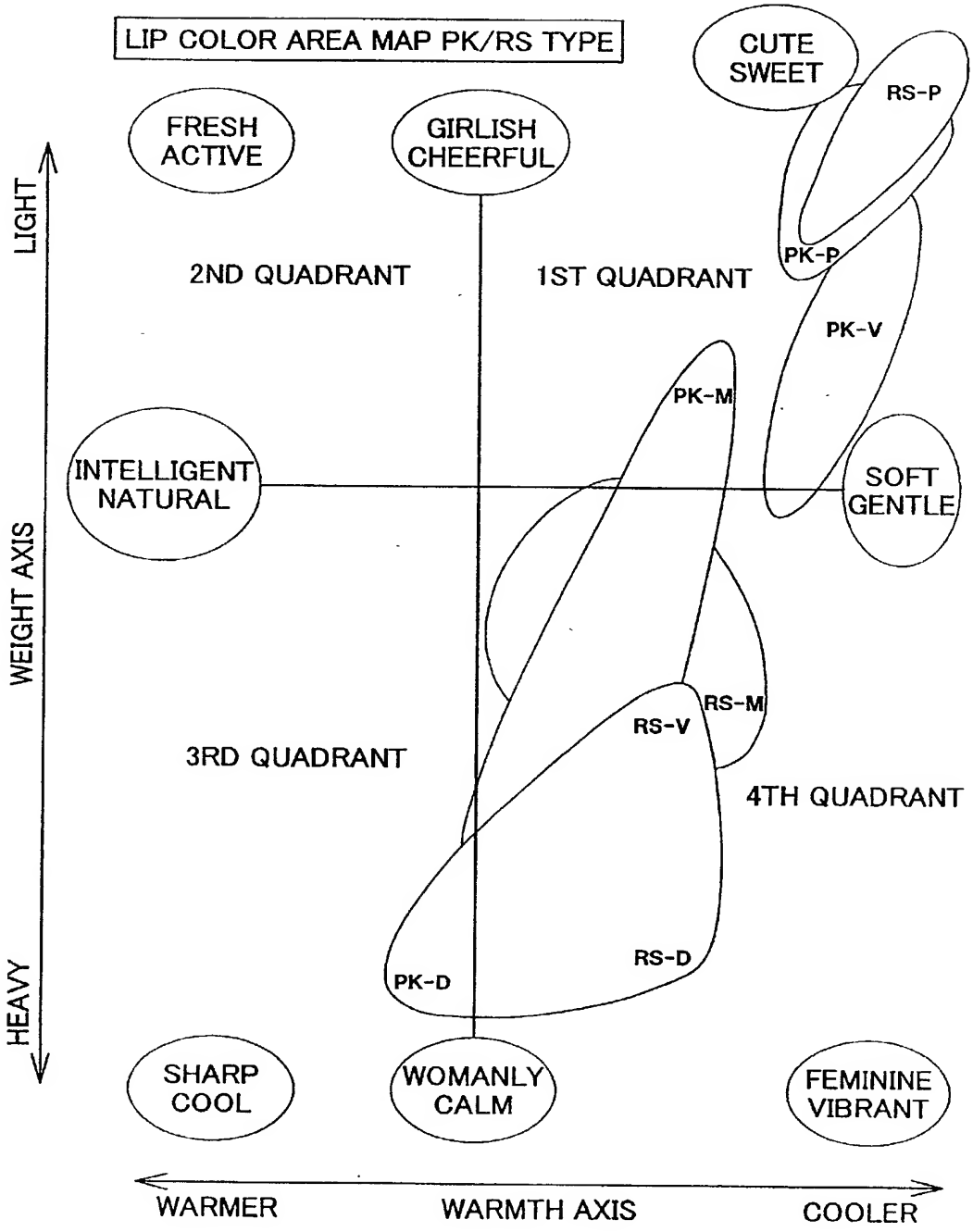

LIP COLOR AREA MAP PK/RS TYPE
CUTE SWEET
RS-P
FRESH ACTIVE
GIRLISH CHEERFUL
PK-P
2ND QUADRANT
1ST QUADRANT
PK-V
PK-M
INTELLIGENT NATURAL
SOFT GENTLE
LIGHT
WEIGHT AXIS
HEAVY
RS-M
RS-V
3RD QUADRANT
4TH QUADRANT
RS-D
PK-D
SHARP COOL
WOMANLY CALM
FEMININE VIBRANT
WARMER
WARMTH AXIS
COOLER

FIG.10

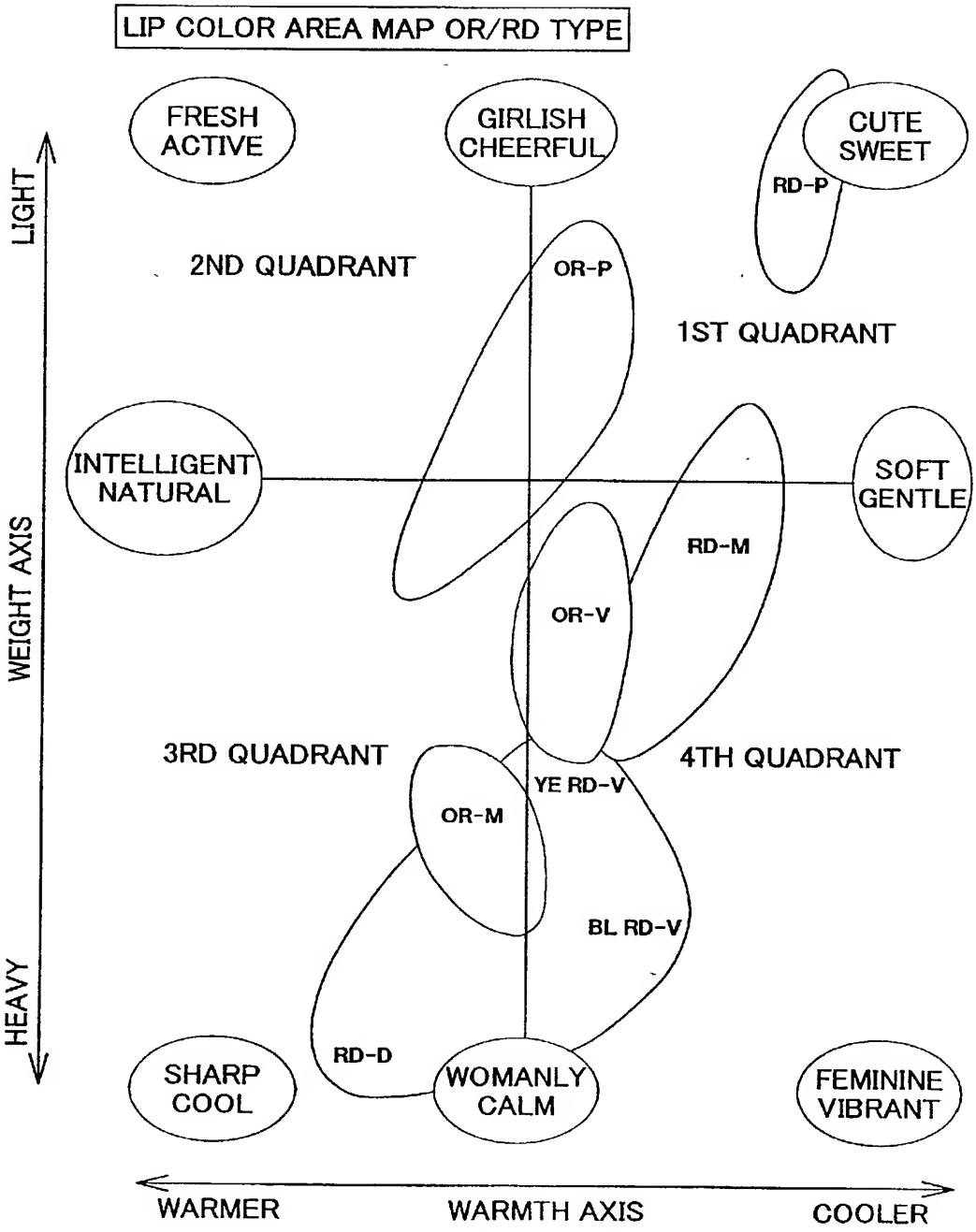

LIP COLOR AREA MAP OR/RD TYPE
FRESH ACTIVE
GIRLISH CHEERFUL
CUTE SWEET
RD-P
2ND QUADRANT
OR-P
1ST QUADRANT
INTELLIGENT NATURAL
SOFT GENTLE
RD-M
OR-V
3RD QUADRANT
4TH QUADRANT
YE RD-V
OR-M
BL RD-V
RD-D
SHARP COOL
WOMANLY CALM
FEMININE VIBRANT
LIGHT
WEIGHT AXIS
HEAVY
WARMER
WARMTH AXIS
COOLER

FIG.11

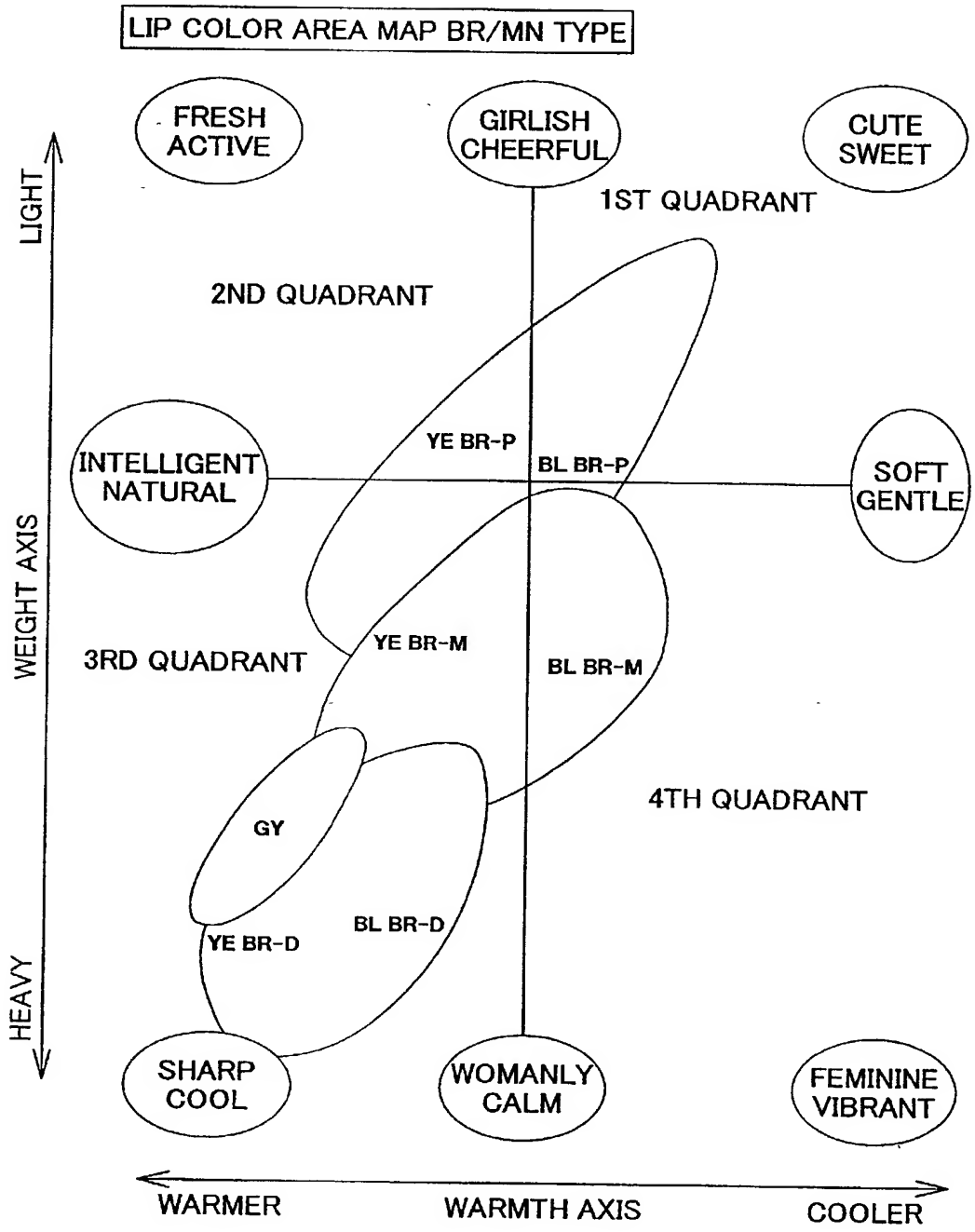

LIP COLOR AREA MAP BR/MN TYPE
FRESH ACTIVE
GIRLISH CHEERFUL
CUTE SWEET
1ST QUADRANT
2ND QUADRANT
INTELLIGENT NATURAL
SOFT GENTLE
YE BR-P
BL BR-P
YE BR-M
BL BR-M
3RD QUADRANT
4TH QUADRANT
GY
BL BR-D
YE BR-D
SHARP COOL
WOMANLY CALM
FEMININE VIBRANT
LIGHT
WEIGHT AXIS
HEAVY
WARMER
WARMTH AXIS
COOLER

FIG.12

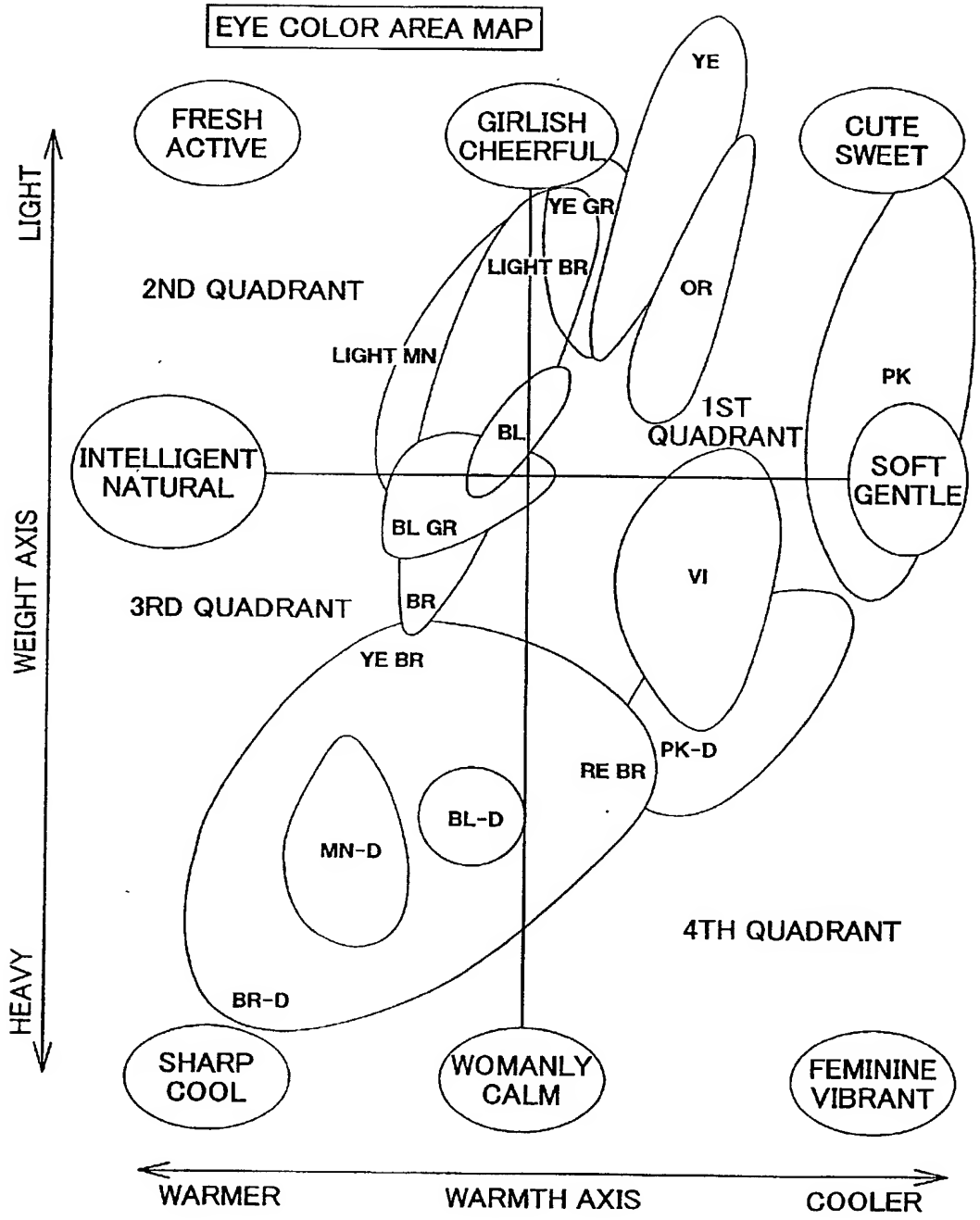

EYE COLOR AREA MAP
FRESH ACTIVE
GIRLISH CHEERFUL
CUTE SWEET
YE
YE GR
LIGHT BR
OR
2ND QUADRANT
LIGHT MN
PK
1ST QUADRANT
BL
INTELLIGENT NATURAL
SOFT GENTLE
BL GR
VI
3RD QUADRANT
BR
YE BR
PK-D
RE BR
BL-D
MN-D
4TH QUADRANT
BR-D
SHARP COOL
WOMANLY CALM
FEMININE VIBRANT
LIGHT
WEIGHT AXIS
HEAVY
WARMER
WARMTH AXIS
COOLER

FIG.13

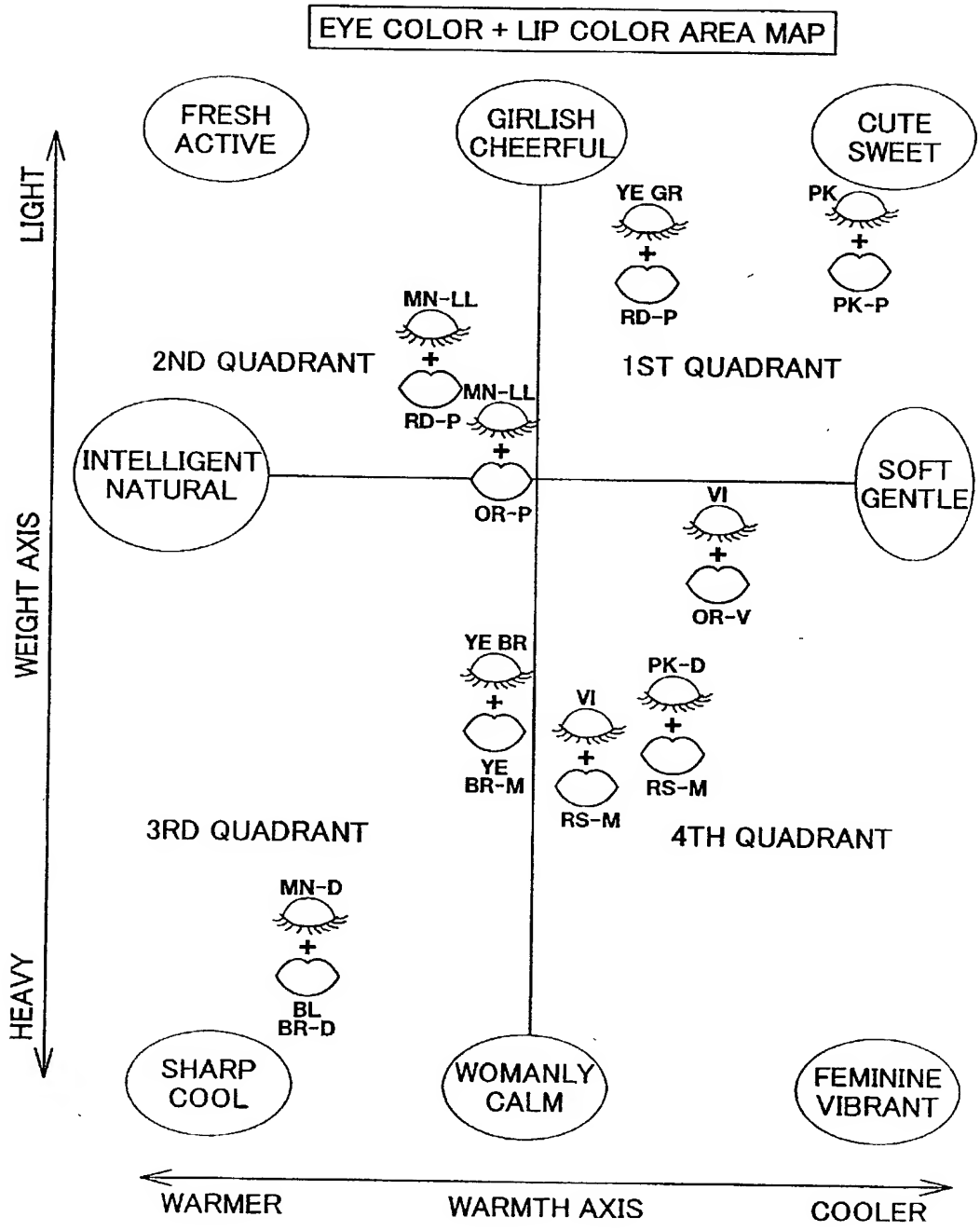
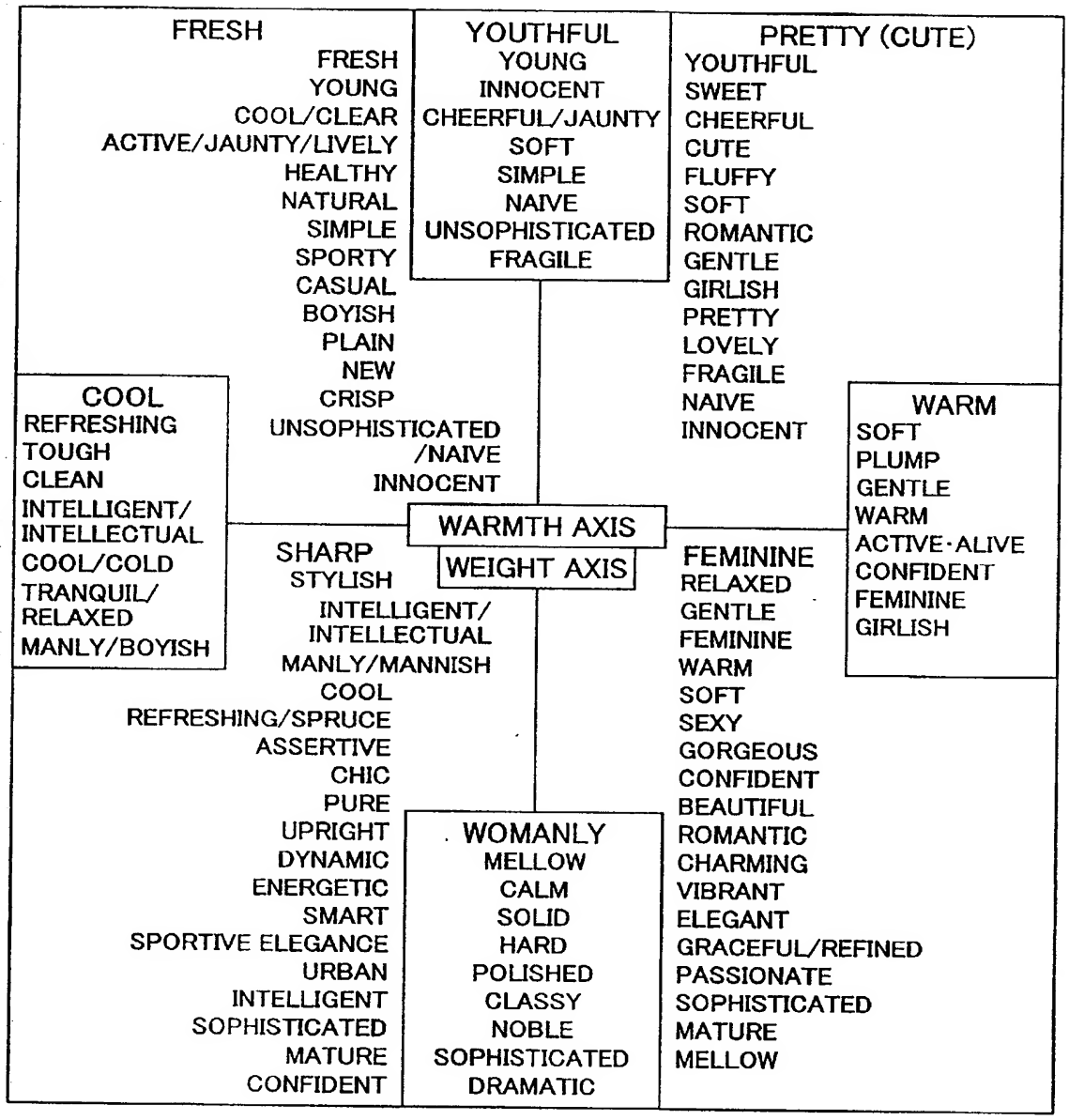

EYE COLOR + LIP COLOR AREA MAP
FRESH ACTIVE
GIRLISH CHEERFUL
CUTE SWEET
YE GR
RD-P
PK
PK-P
MN-LL
RD-P
2ND QUADRANT
MN-LL
OR-P
1ST QUADRANT
INTELLIGENT NATURAL
SOFT GENTLE
VI
OR-V
YE BR
YE BR-M
VI
RS-M
PK-D
RS-M
3RD QUADRANT
4TH QUADRANT
MN-D
BL BR-D
LIGHT
WEIGHT AXIS
HEAVY
SHARP COOL
WOMANLY CALM
FEMININE VIBRANT
WARMER
WARMTH AXIS
COOLER

FIG.14


FRESH
FRESH
YOUNG
COOL/CLEAR
ACTIVE/JAUNTY/LIVELY
HEALTHY
NATURAL
SIMPLE
SPORTY
CASUAL
BOYISH
PLAIN
NEW
CRISP
UNSOPHISTICATED /NAIVE
INNOCENT
YOUTHFUL
YOUNG
INNOCENT
CHEERFUL/JAUNTY
SOFT
SIMPLE
NAIVE
UNSOPHISTICATED
FRAGILE
PRETTY (CUTE)
YOUTHFUL
SWEET
CHEERFUL
CUTE
FLUFFY
SOFT
ROMANTIC
GENTLE
GIRLISH
PRETTY
LOVELY
FRAGILE
NAIVE
INNOCENT
COOL
REFRESHING
TOUGH
CLEAN
INTELLIGENT/ INTELLECTUAL
COOL/COLD
TRANQUIL/ RELAXED
MANLY/BOYISH
WARMTH AXIS
WEIGHT AXIS
WARM
SOFT
PLUMP
GENTLE
WARM
ACTIVE·ALIVE
CONFIDENT
FEMININE
GIRLISH
SHARP
STYLISH
INTELLIGENT/ INTELLECTUAL
MANLY/MANNISH
COOL
REFRESHING/SPRUCE
ASSERTIVE
CHIC
PURE
UPRIGHT
DYNAMIC
ENERGETIC
SMART
SPORTIVE ELEGANCE
URBAN
INTELLIGENT
SOPHISTICATED
MATURE
CONFIDENT
WOMANLY
MELLOW
CALM
SOLID
HARD
POLISHED
CLASSY
NOBLE
SOPHISTICATED
DRAMATIC
FEMININE
RELAXED
GENTLE
FEMININE
WARM
SOFT
SEXY
GORGEOUS
CONFIDENT
BEAUTIFUL
ROMANTIC
CHARMING
VIBRANT
ELEGANT
GRACEFUL/REFINED
PASSIONATE
SOPHISTICATED
MATURE
MELLOW